

# Nisha I

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## PROFESSIONAL SUMMARY

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Results-driven MBA candidate specializing in Business Analytics and Human Resources, with hands-on experience in Power BI, SQL, and Advanced Excel. Skilled at analysing business data to identify trends, optimize processes, and support strategic decision-making. Proven ability to translate business requirements into actionable insights and build interactive dashboards. Seeking a Business Analyst / Analyst role in a growth-focused organization where analytical and people-centric skills can drive measurable results.

## SKILLS

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- Business Analysis & Reporting
- Data Visualization (Power BI, Tableau, Excel Dashboards)
- SQL & Data Management
- Requirement Gathering & Documentation
- Process Improvement & Automation
- MS Office Suite | CRM Systems
- Analytical Thinking | Communication | Stakeholder Management

## ACADEMIC

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### MBA (Business Analytics and Human Resource Specialization)

St. Francis College, Bangalore City University | Graduated (2023–2025)

### Bachelor of Commerce (B.Com)

Krupanidhi Degree College, Bangalore North University | CGPA: 7.37 (2019–2022)

## PROFESSIONAL EXPERIENCE

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### Business Analytics Intern | Plasmid | February 2025 – April 2025

- Conducted analytical research and data interpretation to support key business decisions.
- Created visual dashboards and reports to identify performance trends and actionable insights.
- Collaborated with HR and operations teams to enhance process efficiency through data insights.

### HR Intern | Nohitatu Technologies | August – November 2025

- Assisted with end-to-end recruitment processes including screening, scheduling, and onboarding.
- Created HR data reports using Excel and presented insights on employee engagement activities.
- Supported payroll data validation and compliance documentation for HR audits.

### Associate Advisor | 24/7.ai | October 2022 – January 2025

- Delivered efficient support to clients, resolving 95% of queries on first contact through data-driven issue analysis.
- Collaborated with cross-functional teams to optimize response workflows, improving efficiency by 15%.
- Analysed customer feedback data to identify recurring issues and proposed improvements to service quality.

## PROJECTS

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### Identifying Key Drivers of Employee Turnover using SQL

- Analysed employee dataset using MySQL to identify factors influencing attrition.
- Created ER diagrams and executed SQL queries for data transformation and insights extraction.
- Presented findings with Power BI visuals, improving understanding of retention strategies.

### Leveraging Artificial Intelligence to Transform Recruitment and Selection Processes

- Explored how AI tools such as chatbots, resume and predictive analytics improve recruitment efficiency.
- Analysed data on hiring trends and AI adoption in HR using Excel and Power BI visualizations.
- Proposed a data-driven recruitment framework integrating AI-assisted decision-making to reduce bias and improve talent acquisition quality.

### Retail Business Strategy & Profitability Audit

- **Identified Profit Leakage:** Discovered that discounts >50% caused a net loss of \$89/order; recommended capping discretionary discounts at 40% to stop margin erosion.
- **Optimized Product Mix:** Revealed a volume-value disconnect where high-revenue products (Phones) were 25% less profitable than niche leaders (Copiers), steering strategy toward high-margin sales.
- **Segmented High-Value Clients:** Isolated the top 1% of corporate customers ("Whales") to launch a targeted retention campaign for revenue protection.

## CERTIFICATIONS

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- Data Analyst: Professional Certificate in Data Analysis - MTF Institute of Management, Technology and Finance
- Power BI Certification – way spire
- Excel Analytics – Eduleem School Of Design & IT
- Accounting Fundamentals - Tata Consultancy Services
- Business Research Methods: Household Survey Insights – IQAC
- Fundamentals of digital marketing
- Personal Bookkeeping and Accounting - Shaw Academy

## ACHIEVEMENTS

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- Recognized for excellence in data visualization during MBA analytics workshop.
- Received appreciation for process documentation improvement at 24/7.ai.

## HOBBIES

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Reading (Fiction)/Gym/Cinema/Binge-watching Netflix Series